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# Hollar & Co., Inc.

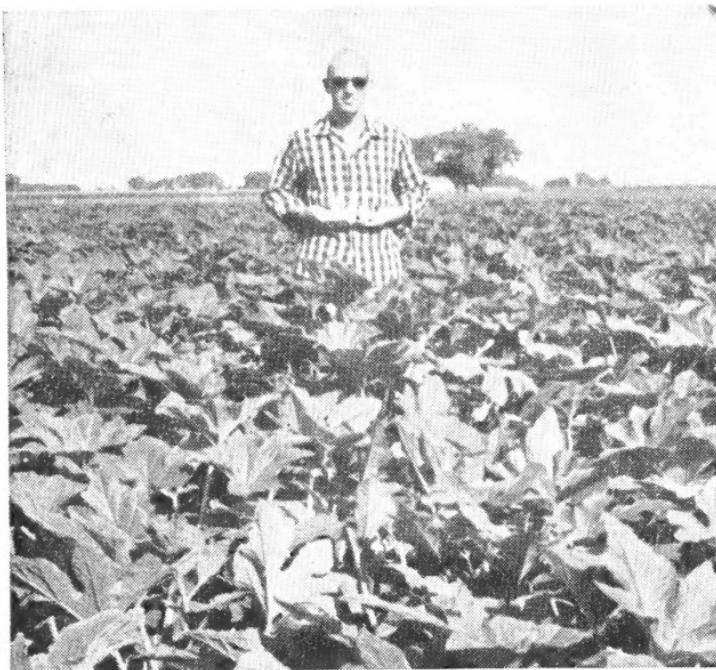
Seed Breeders and Growers

ROCKY FORD

• COLORADO

P.L. No. 14, Nov. 1960

## Cantaloupe - Squash - Pumpkin - Gourd Cucumber and Watermelon

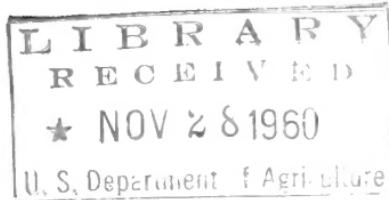


Vic Hollar in Early Summer Crookneck Field in Colorado



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ROCKY FORD  
COLORADO

# HOLLAR & CO., INC.

ROCKY FORD  
COLORADO

Chemical Treatment  
Arasan 2c per lb.  
Delsan 3c per lb.

5c per lb. extra for lot under 1 lb. Y  
1 lb. metal tins 18c extra R E I V E D  
5 lb. metal tins 8c per lb.

★ NOV 28 1960 ★

U. S. Department of Agriculture

## FOR DEALERS ONLY

## DOUBLE-MILLED SEEDS FROM SELECT STOCKS

WE GROW IN THE BEST SEED-GROWING SECTIONS OF COLORADO AND CALIFORNIA

WE OFFER THE FOLLOWING ITEMS F.O.B., ROCKY FORD, COLO., SUBJECT UNSOLD AND SUBJECT COMPLETION OF PROCESSING AND SATISFACTORY GERMINATION TEST. BAGS EXTRA AT MARKET VALUE.

NOVEMBER 1960

PRICE LIST NO. 14

## CANTALOUE and MUSKMELON

Per Lb.

Banana	1.25
Bender's Surprise	1.30
Casaba, Golden Beauty	1.65
Cranshaw	1.65
Delicious, Golden	1.30
Delicious, Harris	1.25
Delicious 51 (Fus. Wilt. Res.)	1.36
Early Bender (Not Hardshell)	1.30
Extra Early Green Flesh	1.60
Edisto (Alter. P. M. Res.)	1.34
Eden Gem	1.25
Emerald Gem	1.35
Extra Early Hanover	1.60
Far North	
Giant Perfection	1.85
Golden Champlain	1.40
Golden Gate 45	1.40
Gold Lined (Green Flesh)	1.25
Harvest Queen (Fus. Res.)	1.40
Hackensack, Large Early	
Hale's Best No. 36	1.25
Hale's Best No. 936	1.25
Hale's Best Jumbo, Imp.	1.22
Hale's Best No. 45 PMR	1.25
Hearts of Gold Improved	1.25
Hollybrook Luscious	1.85
Homegarden (Mildew/Aphid Res.)	1.95
Honey Rock or Sugar Rock	1.25
Honey Dew Green Flesh	1.40
Honey Dew Golden Rind	1.65
Honey Ball	
Iroquois	1.30
Imperial No. 45 (Original P.M.R.)	1.35
Imperial No. 45 Impd. Shipper	1.35
Imperial D2 (Powdery Mil. Res.)	1.39
Imperial No. 4-50, Thick Flesh P.M.	1.39
Imperial No. 5 (P. Mildew Res.)	1.39
Imperial No. 6 (P. Mildew Res.)	1.39
Knight's Early	1.40
Lake Champlain	1.35
Long John or Herrick	1.65
Milwaukee Market	1.65
New Yorker	1.30
Netted Gem (Original)	1.25
Osage or Miller's Cream	1.50
Pennsweet (All American)	
Perfected Perfecto	1.55
Persian, Small	
Persian, Medium	
Pershaw, Golden	
Pollock 10-25	1.55
Pride of Wisconsin	1.35
Queen of Colorado	1.35
Ridson	1.65
Rio Gold (D. & P. Mil. Res.)	1.45
Rio Gold 65 D/P/Mil. Res.	1.45
Rocky Ford Green Flesh	1.25
Rocky Ford Gold Lined	1.25
Rocky Ford Junior	1.40
Schoon's Hardshell	1.30
Sierra Gold, Early Shipper M. R.	1.39
S. R. 91 Improved (Sulphur Res.)	
Smith's Perfect (Downy Mil. Res.)	1.64
Spartan Rock (F. Wilt. Res.)	1.40
Super Market F1 Hybrid	65.00
Texas No. 1 (Downy Mil/Aphid Res.)	1.64
Tip Top	1.30

## CUCUMBER

A & C or Colorado	1.20
Ashley (Mildew Res.)	1.41
Apple Shape or True Lemon	1.55
Apple Crystal or White Lemon	1.55
Black Diamond	1.02
Boston Pickle	1.00
Chicago Pickle	1.00
Cool & Crisp	1.05
Clark's Special	1.05
Cubit	
Davis Perfect	1.05
Earliest of All	1.02
Early Cluster	1.05
Early Fortune	1.05
Early White Spine	1.06
Early Russian	1.03
Early Surecrop F1 Hybrid	25.00
Early Marketer F1 Hybrid	25.00
Highmoor (Seab Res.)	
Improved Hycrop Pickling F1 Hyb.	20.00
Japanese Climbing	1.20
Longfellow or Vaughan	1.50
Long Green, Imp'd, White Spine	1.28
Long Green, Imp'd, Black Spine	1.05
Marketer	ASK
Marketer, Long Strain	1.50
Mincu	1.20

## Cucumbers (continued)

Per Lb.

Model	1.15
National Pickle	1.02
Niagara (Mosaic Res.)	ASK
Ohio M. R. 17 (Mosaic Res.)	1.10
Ohio M. R. 25 (Mosaic Res.)	1.10
Ohio M. R. 200 (Slicer, Mosaic Res.)	ASK
Packer	1.07
Palmetto (Mildew Res.)	1.36
Palomar (Mildew Res.)	1.40
P-51 (Downy Mildew Resistant)	
Producer	1.20
Smoothie, Dark Green	1.50
Santee (Mildew Res.)	1.40
Snow's Pickle	1.05
Staysgreen, Short Type	1.10
Staysgreen, Long Type	1.25
Stone (Mildew Res.)	1.35
Straight Eight	1.25
Tablegreen (Mosaic Resistant Slicer)	2.75
Total Marketer F1 Hybrid	25.00
Thorburn's Everbearing	1.10
Vine Peach	
West India Gherkin	1.90
White Spine, Arlington	1.05
White Spine, Improved	1.05
Wisconsin S.R. 6 (Spot Rot Res.)	1.08
Wisconsin S.M.R. 12, S.R./Mos. Res	1.08
Wisconsin S.M.R. 15, S.R./Mos. Res	1.25
Wisconsin S.M.R. 18, S.R./Mos. Res	1.25
White Wonder	1.50
Woodruff's Hybrid	1.10

## GOULD

Apple, Small Fruited	
Crown of Thorns	
Hercules Club	2.00
Italian, Edible	2.00
Large Bottle	
Mixed, Large Types	1.95
Mixed, Small Ornamental	1.95
Mixed, Small and Large Types	1.95
Nest Egg	2.00
Pear, Bi-Colored	2.00
Small Orange	2.00
Small Spoon	
Small Warted	
Syphon	
Turk's Cap	
Turk's Turban (Ornamental Squash)	
Large Calabash	2.00

## PUMPKIN

Cheyenne Bush	2.00
Connecticut Field	.95
Cushaw, Golden	1.09
Cushaw, Green Striped	.95
Cushaw, White	1.10
Dickinson	.90
Halloween or Jack O'Lantern	1.10
Kentucky Field (Dickinson Strain)	.90
King of Mammoth	1.10
Small Sugar or New England Pie	.92

## SQUASH (SUMMER)

Black Beauty	
Blackini F1 Hybrid	4.20
Casera	1.02
Cocozele, Green Bush	.98
Cocozele, Long Dark (Bush)	.98
Cozini	
Crookneck, Early Summer Yellow	.90
Storr's Green F1 Hybrid	4.10
Scallop, Benning's Green Tint	.92
Scallop, Benning's Small Blo. Scar	.92
Scallop, Early White Bush	.90
Scallop, Mammoth White Bush	.93
Straightneck, Early Prolific Imp'd	.92
Tatum	2.10
Vegetable Marrow, Green Bush	.97
Vegetable Marrow, Green Vine	.97
Vegetable Marrow, White Bush	.97
Vegetable Marrow, White Vine	.97
Zucchini, Black Imp'd	1.00
Zucchini, Black (Slim Seeded)	1.00
Zucchini, Grey (Sm. Seeded/Fruited)	

## (WINTER VARIETIES)

Baby Blue	1.60
Banana, Blue or Slate	1.12
Banana, Pink	1.12
Banana, Pink Jumbo	1.15
Banana, Orange Canner	
Boston Marrow	1.12
Buttercup	1.16

## CITRON

Citron, Green Seeded (Preserving)	1.10
Citron, Red Seeded (Preserving)	1.10

# Containers

Your Order In Sealed One-Pound Cans With Colorful Lithographed Label at 18c Per Lb. Extra or In 5 Lb. Cans at 8c Per Lb.

## Treating

Arasan 2c per lb.

Delsan 3c per lb.

We recommend Delsan (combination insecticide and fungicide)



Hollar & Co., Inc. by test and inspection, have determined seeds sold to be of known inheritance and high vitality. Care and environment does affect type and production, therefore we warrant only to the extent of the purchase price.



### CHARLESTON GRAY WATERMELON

We expect to have this popular variety available for spot shipments as soon as contracts are filled. Demand for Colorado Certified continues to increase.

Charleston Gray is resistant to fusarium wilt and anthracnose. Matures in 90 to 95 days, excellent shipper, good quality. Hollar Strain is uniform and true to type.